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ABSTRACT

The Alberta Essay Scales were developed to assist teachers in the grading of essays. They represent a standard based on written compositions at the 12th grade level in 1964 to be compared with current composition writing achievement. A scale for mechanics in English and one for writing style and content are defined through model essays and commentaries on the strengths and weaknesses leading to the writing achievement represented. Scores for both mechanics and style/content should be assigned for each essay. Grading techniques are illustrated by stanine 2,4,6, and 8 model statistics. Suggested techniques for grading and the use of variables meant to produce high reliability and validity are presented. The essays concern various aspects of advertising. (CM)

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ALBERTA ESSAY SCALES: MODELS

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ALBERTA ESSAY SCALES: MODELS

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THE UNIVERSITY OF ALBERTA

AND

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SPRUCE GROVE COMPOSITE HIGH SCHOOL

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PREFACE

The immediate stimulus for developing the essay scales was the common complaint that achievement standards in Canadian and American schools were declining. While standardized tests in such subjects as reading and mathematics made it possible to gather hard data on achievement scores over time, English teachers, as well as their critics, usually had to rely on opinions based on limited observations. Complaints that students wrote less well than did the students one or two decades ago were usually a matter of speculation because objective evidence was hard to come by.

Alberta Essay Scales: Models was developed to fill a need for an instrument through which longitudinal studies of writing achievement could be made. The scales represent a standard, based on written composition at the twelfth grade level in 1964, against which more current compositions can be compared with a high degree of objectivity.

The choice of 1964 essays by grade twelve students was necessary because these represented the only set available. The wisdom of hindsight indicates how valuable, to both educators and their critics, it now would be to have similar writing samples for other grade levels.

Verner R. Nyberg

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ALBERTA ESSAY SCALES: MODELS

The Alberta Essay Scales were originally developed for use by teachers responsible for grading compositions submitted by English 30 (grade 12 academic English) students in Alberta high schools. The scales are of potential value to all high school English teachers in evaluating compositions written by students in similar classes elsewhere.

There are two scales, one for English mechanics and one for style of writing and content. Each scale is defined by model essays representing achievement at stanine levels 2, 4, 6, and 8. Each model essay is accompanied by a brief commentary on the strengths and weaknesses that caused it to receive the achievement grading it represents. There is also a table with each essay showing how it was graded with respect to each of several variables that combine to form the mechanics score or the style-content score.

The models that make up the scales consist of actual essays written by grade 12 students in June, 1964 as part of the Departmental Examinations in English 30. The Departmental Examinations were a battery of tests administered by the Alberta Department of Education that served primarily as school leaving examinations. The scales should assist teachers in the task of grading compositions submitted by students. In addition to this, the scales provide bench marks against which original essays composed by English 30 students, or students at an equivalent level, can be compared. Teachers will thus be able to produce hard evidence on the question of whether standards of written expression are changing for the better or for the worse over time.

Details regarding use of the scales are provided below. Teachers should not attempt to use the scales until they are thoroughly familiar with the scoring procedures. Technical aspects of the scales are provided in a separate booklet entitled *Technical Report on Alberta Essay Scales: Models*. Copies are available from the distributor.

The Alberta Essay Scales, while similar in many respects to other scales that depend upon models representing different achievement levels, differ from them in two important respects. First, the scales produce two scores for each essay, one for mechanics of English, and one for style and content. This procedure is based on research data discussed in the technical manual mentioned on page 1. The second difference is that the Alberta Essay Scales are intended for use at one level of schooling only—Grade XII academic English (English 30). Scales are usually designed for use over several grade levels.

General Directions for Use of the Scales

The essential task, when employing the models for grading, is to match each essay with two model essays, one that defines different levels of achievement in mechanics, the other that defines levels of achievement in style-content. In order to produce scores that have as high degrees of reliability and validity as possible it is necessary to have a clear idea of the variables that were taken into account when the models were graded originally.

The variables employed in 1964, as well as the weighting assigned to each, are shown in Appendix A of the *Technical Report on Alberta Essay Scales: Models*, along with forms that explain the meaning of each variable as it applies to assigning essay grades. It should be noted that the two variables Plan and Relationship of Plan to Essay are not to be considered when essays are compared to the models. Special provision has been made for practice with the models and with the variables of each. It is suggested that a prospective rater first try his or her hand at using the scales by rating the models. The rater should first study the mechanics models to determing why a particular stanine was awarded to each. Then he or she should rate the style-content models for mechanics and compare the results with the ratings

given in Appendix A, page 34. Next the rater should study the style-content models and then rate the mechanics models for style-content. Appendix A, page 35, shows the ratings that were given to the mechanics models when rated for style-content.

The model essays represent stanines of 2, 4, 6, and 8. If an essay to be graded is judged poorer than stanine 2 it would be given a stanine of 1. An essay might be considered better than a 2 but inferior to a 4; therefore, it would be awarded a 3. Similarly, stanines of 5 and 7 would be given when they did not fit the models corresponding to 4, 6, or 8. A value of 9 would be given an essay judged superior to the model labelled 8. It is possible, therefore, through the use of only four model essays to identify nine levels of achievement.

In order to assist teachers in using the models, a table providing the mean score for each of the variables is shown below each sample essay. It should be noted that the stanine values of the variables sometimes differ from the stanine value of the composition as a whole. This, of course, is to be expected, and raters should take these differences into account when assessing the strengths and weaknesses of each essay.

Routine for Scoring Essays

It is recognized that teachers will develop routines of their own when grading essays through use of the models; however, the following steps are recommended for those who are using the scales for the first time.

1. Read the essay to be graded, giving attention to style and content only.
2. Form a general impression of how well the writer organized his thoughts and communicated them. Ignore, as best you can, all mechanical errors.
3. Note specific strengths and weaknesses, bearing in mind the style-content variables.
4. Match your impression of the essay, as confirmed by the strengths

and weaknesses, with the model that comes nearest to creating the same impression, then award the appropriate scale score for style-content.

5. Re-read the essay, placing a mark on every mechanical error that you discover.
6. Count the errors and express the total as a rate (errors per 100 words).
7. Find the model having an error rate nearest to the rate for the essay to be graded and award the corresponding stanine value.

More detailed suggestions for grading style-content are given on the following page. Further suggestions relating to mechanics of English are given on page 20.

PART I

SUGGESTED TECHNIQUES FOR GRADING STYLE-CONTENT

A research study on the essay grading procedures used in 1964 for grading the essays from which the scales were derived indicated that the style-content variables were (with two exceptions) highly correlated (see Technical Report, Table 2). The variable labelled "Total Impression" was found to correlate 0.98 with the total score for style-content.

In view of the high correlation it is suggested that grading be done primarily on the basis of total impression, provided however that a few safeguards are observed. It is essential that the rater be aware of all the variables to be considered. It is wise, therefore, for the rater to gain some practice by grading several essays on each of the fourteen variables. One way of practicing is to grade the mechanics models with respect to style-content as outlined on page 2.

Raters who use the total impression method must be careful not to be influenced by extraneous factors such as mechanical errors or handwriting, or whether an essay presents views contrary to, or in agreement with, those of the reader.

If teachers wish to grade very carefully it is suggested that they rate each variable on the appropriate form (see Technical Report Appendix A, page 20). The total raw scores should then be matched as nearly as possible with the expected means for one of the models.

STYLE - CONTENT : STANINE

2

Automative Advertising

In the automative world of the present advertisement is the key note to success. It is the backbone of each industry. Without the use of advertisement, products would not reach a circulation in the population. It is this reason why advertising is carried on in a large scale through out the world.

I will mention seven various devices which advertisement comes to us. Testimonial device is, when a company obtains a well known personality to endorse the product. A product that is compared with a department head or an organization which the public respects and admires is called a form of transfer device. Cardstacking is the method of stating only the good parts of the product. The product may have many defaults which are not mentioned. It is up to the consumer to check details which are not stated by the advertiser. General Glitteraleries is the form of using virtue words like, power, beauty, and strenght. The consumer makes a mental picture of the product before seeing it. Bandwagon is a device which the next door neighbour involves in advertising the product to a greater extent than the producer himself. The producer gives the opinion to keep up with the next door neighbour.

Plain Folks advertising portrays the good old home remedy which grandmother use to make. A plan to run down the opposing product by stating

the faults in it, is called, Name Calling.

The location of the advertisement is one of the basic problems. Where will the public most see it?, asks the producer. The newspaper is one of the most common forms of employing advertisements. It has a special advertising section in each days paper. With the help of automation, a great number of newspaper may be run off which have a wider circulation.

Magazines employ certain apealing advertisements in certain classified magazines. The Quality magazine well advertise only highly informational advertisements, and will limit the number of them to the bear minimum.

Slick magazines handle a greater number of advertising material which will apeal to the average intellectual. The Pulp magazine will have pages conglomerated with advertisements. The company collects a greater amount of capital in this regard.

Television is becoming one of the most popular advertising fields which exsists. It catches the eye of all people in different bracket intelligent groups.

Advertising is to the publics own disgression, they may take it or leave it. It may be an advantage to some, in that it may suggest certain products or materials which that body had no means of finding information on it. It may also prove to be a disadvantage to some people.

Statistics for Stanine 2 Model

Variable	Maximum Score	Mean Score Over 21 Raters	Score Range For Stanine 2	Stanine
Significance	10	5.00	4.96-5.31	2
Relevance	10	5.57	5.38-5.67	2
Originality	5	.71	.99-1.15	1
Introduction	5	2.00	1.58-1.86	3
Order	5	2.00	2.04-2.70	1
Emphasis	5	1.19	1.30-1.69	1
Conclusion	5	1.48	1.52-1.70	1
Exactness and Vividness, etc.	10	4.62	4.44-4.87	2
Figures of Speech etc.	5	1.62	1.67-1.98	1
Breadth of Vocabulary	5	1.90	1.85-2.05	2
Structure	15	6.62	6.41-7.04	2
Beginning	5	2.14	2.16-2.43	1
Economy	15	6.52	6.42-6.84	2
Total Impression	15	6.19	5.97-6.56	2

Comments: In this model half of the subscores deviate from the expected value of two, but in every case the deviation, in absolute terms, is trifling. For instance, the mean score awarded for Conclusion is 1.48, corresponding to stanine one, however, the range for stanine two begins at 1.52

It should be noted than in Significance and Relevance about half of the possible marks are awarded even for a poor essay such as this example. This is to be expected because the students were familiar with the topic, having studied a unit on advertising in twelfth grade English. The poor essays are generally downgraded in areas such as organization and originality, which involve higher cognitive processes than remembering facts about the topic.

STYLE - CONTENT : STANINE

4

We learned this year that Canada had similar magazines as the United States because of the class proximity and of the similarity of interest. But it is also because of the support of large scale advertising.

Advertising is a business of its own and it has its advantages and restrictions. Nowadays, if we skim-read through a magazine we undoubtedly come to advertisements. But the advertisements vary according to the kind of magazine you have. In the quality magazine the advertisements are found mostly in the last pages. The language used is more intellectual so as to appeal to the refined people, and the types of advertisements are well chosen. On the other hand, the advertisements in the slick magazine are scattered throughout the magazine; consisting of about one third of the magazine. The language is of the common people and it appeals to the general public. Advertising, in this case, may include cars, ordinary products, clothes and insecticides which are shown mostly in color. However, the advertising of the pulp magazine appeals to the people who want to escape reality. The advertiser makes use of colloquial expression so as to attrack the attention of these mostly uneducated person. Since the kind of paper is rough, the advertisements are non-colored and, as in the quality magazine, they are scattered.

Since advertising is a business in itself the advertiser must use certain techniques to put his product on market. These tactics are refered

to as propoganda devices, numbering to a total of seven. The one most easy to distinguish is the testimonial device where famous persons are used to display certain products. For example, a famous hockey player like Gordie Howie will prove what a closer shave he gets with "Philishave." The transfer device takes the qualities of a well-known magazine or product to advertise their own. When many adjectives are used to describe the product the device is called card-stacking and if virtue words such as patriotism or generosity are used it is called glittering generalities. The next device is very commonly used in everyday speech. It is called band-wagon, having as a rule or moto "Everybody is doing it' or 'Do as the Jone's do" attitude. The plain-folks device illustrates the product as resulting from your grandmother's recipe or as having the flavor of Kraft Cheese when made in the 19th century. The last device is refered to as name-calling. In it the advertiser tells what is wrong about other products so that people will purchase his.

The advertiser at one time abused of his liberty as advertiser and the general public suffered the consequences. However, something was done about it and now the people are protected by the provincial laws, the federal laws and the Board. The Board made up a code of ethics for the advertiser to follow so as to protect the common man from injustice. Some of the laws in the code are as follows. The advertiser must not lie about his product, if something is wrong with it he must mention it. Furthermore, he must tell the public what they want to know, what they ought to know and what they have a right to know in a language they can understand. When asked to prove his statements he should hold true to his promises. The product he sells must not endanger the health or welfare

of society. Last of all, the witnesses he has chosen to test his product must be reliable and competent.

Even though it has it's limitations, advertising has many advantages. The product will sell for less, since by advertising it the manufacturer is capable of mass production. Also, advertising introduces to the public products that would otherwise be unknown. Finally, the magazines supported by advertising sell cheaper.

Advertising is a fundamental rule or standard in the business work even though some people seem to dislike the idea. Therefore advertising is here to stay.

Statistics for Stanine 4 Model

Variable	Maximum Score	Mean Score Over 21 Raters	Score Range For Stanine 4	Stanine
Significance	10	5.71	5.59-5.80	4
Relevance	10	6.10	5.89-6.11	4
Originality	5	1.43	1.30-1.46	4
Introduction	5	1.95	2.14.2.47	3
Order	5	2.43	2.38-2.53	4
Emphasis	5	1.76	1.82-1.96	3
Conclusion	5	1.71	1.89-2.07	3
Exactness and Vividness etc.	10	5.24	5.22-5.56	4
Figures of Speech etc.	5	2.43	2.03-2.20	6
Breadth of Vocabulary	5	2.43	2.20-2.35	5
Structure	15	7.86	7.42-7.72	5
Beginning	5	2.67	2.58-2.69	4
Economy	15	7.43	7.36-7.67	4
Total Impression	15	7.67	7.31-7.61	5

Comments: Deviations from the expected stanine value of four are generally of minor importance because they involve variables with a maximum score of only 5. There are two exceptions--Structure, and Total Impression. It should be borne in mind that these variables have scores slightly above the stanine level of four.

STYLE - CONTENT : STANINE

6

Advertising

If merchants did not advertise their products, the sale of their merchandise would be cut by approximately fifty percent. The types of advertising that merchants use to increase the sale of their merchandise are audio and vidio advertising and the compound of these two which results in television and movie advertisements.

By vidio advertising one means advertising by the use of a printed page or television. Black and white printed advertisements have been used the longest mainly because of their simple nature and their possibilities as "eye-catchers" seem to be running out. However, one recent advertisement which was quite "catchy" was the use of a black square with white lettering in the centre. As each issue of the newspaper was issued the square grew a little larger until one could read the advertisement. This is very useful for announcing a new product. It has long been recognized that color advertising has many advantages over black and white. Here we have the neon signs, coloured advertisements in newspapers and magazines, and movie and in some places coloured television advertisements. One very beautiful example of a coloured advertisement occurred in a recent issue of Science. A certain firm was advertising laboratory glassware and behind the glassware various chemicals of many colors were placed in reagent bottles. This produced a most spectacular aurora-like effect. Size also had a lot to do with this

picture because it was almost two square feet in area. Some advertisements are almost too small to be read while others cover two pages of a newspaper in printed material and then there are the billboards. In general, the bigger the advertisement the more likely one is to read it whether it be in black and white or color.

Audio advertising is the use of sound. One does not have to read them and this is more leisurely. In audio advertising, such as the radio, certain jingles or songs may catch your attention, but if they had been printed they would not.

The compound of audio and vidio advertising is usually the most effective and combines sound with sight. This is usually a television or movie advertisement. Here there is no reading and you already have a picture of the product which is certainly more sensuous than just listening.

Thus a radio advertisement may be more musical than one in a magazine and yet the advertisement in the magazine may provide a good deal more imagery than the radio. The advertisement partly depends on the product and thus the advertiser must choose the type of format that he thinks he will derive the most benefit from.

Statistics for Stanine 6 Model

Variable	Maximum Score	Mean Score Over 21 Raters	Score Range For Stanine 6	Stanine
Significance	10	6.05	6.06-6.29	5
Relevance	10	6.48	6.40-6.62	6
Originality	5	2.14	1.70-2.17	6
Introduction	5	2.62	2.72-3.02	5
Order	5	2.71	2.70-2.88	6
Emphasis	5	2.29	2.14-2.39	6
Conclusion	5	2.00	2.32-2.62	4
Exactness and Vividness, etc.	10	6.00	5.82-6.17	6
Figures of Speech, etc.	5	2.29	2.29-2.61	6
Breadth of Vocabulary	5	2.52	2.46-2.56	6
Structure	15	7.90	8.05-8.56	5
Beginnings	5	2.86	2.77-2.92	6
Economy	15	8.19	8.08-8.50	6
Total Impression	15	8.52	8.06-8.66	6

Comments: The only significant deviations from the expected stanine of 6 occur with respect to Structure and Conclusion.

STYLE - CONTENT : STANINE

8

Advertising

Shakesperean productions used advertising to herald the coming of a new play, and to allow the people an insight into what it was about. Boot-makers of the same period used advertising by displaying their craft in the window of their shops. With the increasing use of the printing press, advertising gained in intensity. Today, advertising is one of the biggest businesses in the country.

The main purpose of advertising is to increase public awareness of the product. This is usually accomplished by displaying the product over every medium--radio, television, newspapers, matchbooks--usually with a wonder-ful introductory offer. A secondary purpose is to increase sales. This is done by blaring out the assets of the particular product till you have to buy it.

Even though most of us don't realize it, advertising is very expensive. One side of a page in "Life" costs $75,000.00. Just for one edition! Newspapers don't charge so much for their space, but they carry a lot more per year. I'd hate to think of how much one minute of television time would cost on the ABC newtwork. Literally thousands upon thousands!

It is commonly thought that the cost is supported by the company repre-sented. Oh no! It's the buyer that's footing the bill. One automobile manufacturer spends $68.00 per car on advertising, others as much as one

hundred. This is all included in the price of the car. You're paying for it all right!

A great deal of phsychology is used in the advertising world. Knowing what people desire, and finding new ways to make people desire things is half of the advertisers work. One of the most common ways of making shoppers buy is the band-wagon device. The product is built up and raved about so much that you feel that you can't live without it. This is closely related to the glittering generalities gimmick, which stretches to all means of persuasion except proving that one specific brand is better than another specific brand. How many times has your sports broadcast been interrupted by Bobby Hull screaming down the ice and blasting the puck home, or Tony Kubek demonstrating a double-play, only to prove that "Vitalis" leaves your comb greaseless? Once or twice too often perhaps? These transfer ads are disheartening to the avid sports fan. Have you ever tried "Tide"? Did your clothes smell cleaner, or did your box purr when you petted it? Well, Mrs. Jackovski, of such and such, Montana is positive that her clothes smelled cleaner. I've lost count of how many dentists have recommended "Crest" toothpaste in the past year. The testimonial is very popular, and proves very effective. One of the oldest devices used is the plain-folks gimmick. "Snake-tail Shwartz" used it in the selling of his "Pure Commanche Tonic" in the days of the pioneers. This operates on the principle that if it was good enough for Grandma, it's good enough for you. Closely related is the card-stacking device, which used slogans such as, "this has just shaved these fifteen barbers" or "20,000,000 moo-cows can't be wrong".

Advertising must pay off or we wouldn't use it. Many large companies earn their livelihood by making up slogans, or organizing jingles and

contests to sell a certain product. In daily life, advertising has proven useful and indeed necessary. Countless numbers of housewives have planned their meals by scanning the supermarkets' ads for specials and buying these specials. Advertising has also proven a dominant factor in the standard of living in a country. It may well be said that a country prospers as much as it's advertising grows.

Statistics for Stanine 8 Model

Variable	Maximum Score	Mean Score Over 21 Raters	Score Range For Stanine 8	Stanine
Significance	10	7.00	6.99-7.20	8
Relevance	10	7.14	7.13-7.42	8
Originality	5	2.62	2.80-3.35	7
Introduction	5	3.38	3.24-3.58	8
Order	5	3.33	3.18-3.42	8
Emphasis	5	3.10	2.91-3.16	8
Conclusion	5	3.10	2.99-3.30	8
Exactness and Vividness, etc.	10	7.14	7.03-7.14	8
Figures of Speech, etc.	5	3.05	2.98-3.13	8
Breadth of Vocabulary	5	2.86	2.96-3.26	7
Structure	15	9.33	9.44-9.95	7
Beginnings	5	3.19	3.15-3.30	8
Economy	15	9.76	9.23-9.96	8
Total Impression	15	10.05	9.86-10.46	8

Comments: This model comes very close to expectation in all of the variables.

PART II

SUGGESTED TECHNIQUES FOR GRADING MECHANICS

The form originally used to grade the essays from which the models were selected is shown in the technical report, Appendix A, page 11. Copies of the same form could be used in evaluating English mechanics in other compositions but this is laborious and unnecessary. Rather than tallying errors according to types it is necessary only to sum the total number. Although different types of errors carry different weights (2 marks or 3 marks) the final results are about the same if the weight differences are disregarded. It is suggested, therefore, that the frequency of errors, expressed as errors per 100 words is a good indicator of the achievement level with respect to mechanics.

A similar method would involve reading the model essays and placing a mark (perhaps a red dot) near each error that is noted. The same procedure would be employed when reading the essays to be evaluated. The stanine score could then be found by comparing the frequencies of the two sets of red dots. The table below is intended as a guide for assigning stanines for the English mechanics component of essays. The table shows the error rate (expressed as the number of errors per 100 written words) for each of the nine stanines.

Error Rates For Essays At Each Stanine Level

Stanine Level								
1	2	3	4	5	6	7	8	9
9 or more	7.8-8.9	6.4-7.7	5.0-6.3	3.8-4.9	3.0-3.7	2.4-2.9	1.6-2.3	1.5 or less
Errors Per 100 Words								

MECHANICS: STANINE

2

The Effects of Advertising on the Individual

I'am puzzled as to why advertising influences so many people? Advertising as defined in the dictionary is the method of inspiring the desires of the individual. This may be done by various communication media such as radio, television, newspapers and various others which I shall not mention at the present time.

Various methods of advertising as studied by the student are the plain folks device, band wagon device, testimonial device, transfer device, glittering generalities device, and name calling device. All of these are used frequently by the advertiser when endorsing his company's product. For example the plain folks device which is the method of inspiring the public by stating the product was used by our ancestors is very practical in a particular sense. Most people have became gullable by such advertising and any method of exposing articles in this manner will be accepted as a good buy. Nowadays however, when I venture down our town street, the store windows have been barred by such big names as Mr. Clean and New Blue Breeze. But so many times have I seen the popular venture in and buy with the content of buying a perfect bargain.

There are moreover, certain forms of advertising which do not conform with honest advertising. Such advertising may be catagorised as unfair towards other companys. New products being discovered daily and which are

advertised immediately have hindered the selling of other products. Some advertisers riddicule and run down other products or show, in a deceiving way why their product is better than other products. To control such methods of advertising the federal and provincial governments have established laws and regulations. A code of ethics and Better Business Bureau have also been established for controlling such practices.

Some time ago, I came upon a method of advertising which I do not think conforms with our nations standards. It concerns itself primarily with the exposition of feminine beauty to promote the selling of soap by a well known soap company. I'am sure that society has not immoralized itself to such an extent as to advertise nudity to endorse new products. If such is the case then this must be a newer method suddently introduced to gain recognition.

Designers have also turned to the indecent to design new clothing. Clothing being advertised today is most ungratifying and indespicable. I would think the primary purpose for such action as not to improve advertising but to detiriorate it. People are easily suseptable to being deceived and accept new methods eagerly as the the modern trend. However should such procedures continue our nation as a whole would be intensely immoralized.

Young adults on the whole are the basic cause for new methods in advertising Liver Pool's lavish goup, the Beatles, have created bellions hysteria in both East and West advertising. Styles which comprise tight fitting clothing and shagged hair styles have inflitered the nations advertising. In fact they are so well sold that many clothing firms have changed their designs to appeal to public demand. Our educated adults

must remove such trends and revert to improve newer methods which are less exposing.

Advertising should be the most honest and descent way in which companys may endorse their products.

Statistics for Stanine 2 Model

Variable	Maximum Deduction	Mean Deduction Over 27 Raters	Deduction Range for Stanine 2	Stanine	Expected No. of Errors
Spelling	39	37.56	33.20-37.84	2	12
Punctuation	26	15.85	13.60-17.13	2	8
Word Usage	24	14.89	11.18-13.48	1	6
Grammar	33	9.56	14.22-16.87	4	10
Sentence Errors	39	10.67	17.25-19.12	4	6
Form	14	5.70	7.12- 8.95	3	4

Approximate error rate = 9/100 words

Comments: This model is slightly below expectation with respect to word usage, and well above expectation with respect to grammar and sentence errors. Punctuation errors are most frequent in the first half of the essay, but mistakes in spelling and sentence errors are more frequent in the final half.

MECHANICS: STANINE

4

What is Advertising to the General Public

Advertising is a proffession by itself because many men and wemen earn their living through this field of work. People attend schools and colleges designed for this purpose of training both young and old to develop their skills at artistic work. This artistic work they create may be of varied design, but as long as it will catch the eye of the general public it will be used in magazines and newspapers as advertisements.

The producer or manufactor follows a pattern called propaganda when advertising. He uses such traits as bandwagon, name-calling, glintering generalities and many others to achieve his purpose of selling his article both in his speech or in his writing. The advertiser through these devices tends to make the public adhere to his advice; therefore, the sale of his product becomes easier. The public tends to follow one another. They usually say that if the other person can afford to buy the product why shouldn't they do the same.

Advertisements appear in all sorts of magazines. They are found in fairy-tale booklets for kids and popular-mechanic magazines for their fathers. The mother sents for recipes that are advertised in the newspaper. She buys household articles which are also advertised in the "Lady's Home Journal". The parents do not stop to think what a waste of money it is in buying most of the articles advertised on television. The little boy asks

his parents to buy him the airplane that he saw advertised in the newspapers, not knowing that the same product can be bought at the shopping centre just across the street and only at half the price of the one advertised in the newspaper.

These advertisements are designed to catch the eye of the common everyday laborer, which is the bulk of our present population. Articles are autographed by great movie stars and sports figures, thus, convincing the public that this news figure uses the product. But this is a false attitude since these movie stars and sports figures are paid to autograph the products.

The magazines in which the advertisements appears plays an important role in the sale of the article. If a certain product is advertised in a doctor's magazine; it is only right that the general public believe that the product is suggest by the doctors.

Advertising has its advantages. A would be customer may not know the location of a firm from which he would like to buy a desired product; therefore, he picks up the local newspaper and in no time at all, he has place his order. Advertising cuts the cost of the newspaper a great deal. If it were not for advertising, newspapers would cost ten times or maybe even one hundred times the price they are today. On the average, advertising is important because if there were no advertisements, some useful products may never find a market.

Statistics for Stanine 4 Model

Variable	Maximum Deduction	Mean Deduction Over 27 Raters	Deduction Range for Stanine 4	Stanine	Expected No. of Errors
Spelling	39	22.00	20.06-27.01	4	8
Punctuation	26	10.74	11.36-12.64	5	6
Word Usage	24	7.03	8.12- 9.91	5	5
Grammar	33	14.56	9.29-11.19	2	3
Sentence Errors	39	8.44	10.14-12.39	5	4
Form	14	3.11	4.69- 5.78	6	2

Approximate error rate = 5/100 words

Comments: This model was judged to be slightly better than stanine 4 with respect to punctuation, word usage, and sentence errors, but well below expectation in grammar.

MECHANICS: STANINE

6

Advertising in Today's World

Today, advertising is a common-place thing. Everywhere you look, someone is trying to sell you something through advertising. With the advent of modern communications, such as television, radio and magazines, advertising is now carried out on a full scale basis.

First we will look at television advertising. I'm sure you have at one time or other become deeply engrossed in an intense television drama, which is just about reaching its climax when that ever faithful television commercial appears. The few minutes it takes to watch that commercial drag into hours. You almost feel like shutting the "machine" off, when the drama finally comes back on. Then you recollect your thoughts and go back to watching the show. Of course, there has to be a commercial after the show is over, and you are waiting to hear about next weeks show. I guess there is the advantage of the television commercial. It gives you a chance to unglue your eyes from the television screen. It also helps you gain a few calories by running to the fridge for a snack. Another advantage (if you do watch television commercials as many television addicts do) you may learn about a new product on market.

Radio advertising does not affect us as much as television advertising does. You usually do not become as interested in items over the air as you do with television. It does become silly when you start singing the radio

commercials at times. I know I have done this several times. I do not listen to the commercials that intently, but they are repeated continually until they are in your mind to stay.

Magazine advertising is still another accepted type of advertising. It is quite difficult to buy a magazine today without finding the pages filled with brightly colored pictures. Many of these magazines fascinate the general public. You see all types of pictures. One page may have a beautiful girl, the next a handsome male (both, whom are not as beautiful as is shown) and so on, until you are fed up with it all. Of course, you do not have to listen to magazine advertising. If you want to read it, you can, if you do not, it is your privelege. There are magazines which you may purchase that do not contain advertising. The irony of it is that most people would sooner have a magazine with the advertising than one such as "World Affairs," which contains no advertising.

What effects does advertising produce? Are they good or bad? There are two sides to this question. Advertising is good in that it helps a person to find out about the products on the market. It increases all around income for people, increasing our economy at the same time. It runs our television and radio stations. It helps to publish our magazines. Without advertising, the price of magazines would be extremely high. Only the richer people would be able to purchase them. Advertising is detrimental in that it has bad effects on the youngsters of today. It influences them to indulge in bad habits such as smoking or drinking. It also influences people to buy things which they do not necessarily need and sometimes the quality of the product is not up to par as it should be. Actually, advertising is quite advantageous to our modern society, therefore it has become something that is universally accepted.

Statistics for Stanine 6 Model

Variable	Maximum Deduction	Mean Deduction Over 27 Raters	Deduction Range for Stanine 6	Stanine	Expected No. of Errors
Spelling	39	10.57	9.23-13.10	6	4
Punctuation	26	4.30	7.19- 9.76	9	4
Word Usage	24	7.85	5.19- 6.07	5	3
Grammar	33	9.89	5.51- 7.40	4	2
Sentence Errors	39	6.11	5.65- 7.15	6	2
Form	14	5.78	2.37- 3.27	4	1

Approximate error rate = 3/100 words

Comments: At the stanine six level mechanical errors are somewhat infrequent and tend to be of a less obvious type. This model has only two or three errors in punctuation, instead of the four or five expected at this level of achievement. This is compensated for by more errors in grammar than average for stanine six.

MECHANICS: STANINE

8

Ways and Means of Advertising

Advertising takes many forms in this day and age. At one time advertising consisted of what one person told another. Radio and television were unheard of one hundred years ago and newspapers were rare indeed in most parts of the world. Posters and handbills were sometimes used to inform others of coming events but for the most part advertising was done entirely by mouth. It is still true that a great amount is done this way but the majority is done through the media of radio, television, newspapers and magazines.

The newspaper is read by almost every person who is in reach of civilization. Thus it constitutes a large percentage of modern advertising. Newspapers have advertisements that are as varied as shapes of dogs. There are big ones and little ones, funny-looking ones and serious-looking ones. Some are colored and artistic and others are very plain and unobtrusive. The majority give the message they are trying to put across and leave it at that. Some cover up the real message by adding other things such as jokes and funny pictures. Many large advertisements contain pictures to help put across what they are trying to say.

Magazine advertisements are usually more varied and colorful than those in the newspaper. They almost always contain pictures, either to catch the attention of the reader or to illustrate what is being said. Some advertisements

rely entirely on photographs and say nothing.

Another written form of advertising is that of posters and handbills. This method is often used either for small scale advertising on a local level or to emphasize something that is being widely advertised by one of the other media. Posters and handbills usually consist of the information that is necessary and nothing else.

Radio is one of the most widely used forms of advertising. It can entail almost anything. Some radio advertisements are short and straight to the point and include nothing that is not entirely essential. However, most advertisements have an attention-getting device. Many commercials are sung, most at least have back-ground music. One of the favorite devices of radio advertisers is to get a well-known person to endorse a product or be present at an event. Although most radio announcements are recorded, a few are done "live" and usually include a different approach each time.

The widest variety of advertising in the world is carried on television. It can not only entail everything that radio can, it can include a large selection of other things too. The advertisements can be done "live" at the local of an event or they can be recorded. Some advertisements are done by professional singers and announcers and some are done by the sponsor of an event or a product. Many advertisements contain such devices as photographs of animals or children which are designed to hold the viewer's attention while a product is discussed. Many use well-known celebreties such as singers to convince the viewer that the product is a good thing.

Advertising today is not limited in any sense. There are always new advertising devices being thought of and old ones revived. There is nothing out of range of modern advertising.

Statistics for Stanine 8 Model

Variable	Maximum Deduction	Mean Deduction Over 27 Raters	Deduction Range for Stanine 8	Stanine	Expected No. of Errors
Spelling	39	5.67	3.04-6.91	8	2
Punctuation	26	8.22	4.63-5.91	6	3
Word Usage	24	5.56	3.52-4.29	6	2
Grammar	33	4.67	3.24-4.37	7	1
Sentence Errors	39	4.63	4.16-4.78	8	1
Form	14	1.19	1.04-1.65	8	1

Approximate error rate = 2/100 words

Comments: The reader must watch closely to detect errors at the stanine 8 level. The model was at the stanine six level in punctuation and word usage; however, this is not of great significance because this deviation represents only one too many errors in each of the two classifications.

Appendix A

Part 1

The table below shows the style-content ratings for the mechanics essay models. The ratings are intended to serve as guidelines for raters who wish to practice grading essays with respect to style-content.

Style-Content Means For Mechanics Models

VARIABLE	STANINE			
	2	4	6	8
Significance	5.43 (3)	6.00 (5)	6.09 (6)	6.00 (5)
Relevance	5.81 (3)	6.29 (5)	6.86 (7)	6.47 (6)
Originality	1.57 (5)	1.24 (3)	1.81 (6)	1.33 (4)
Introduction	2.48 (5)	2.52 (5)	2.86 (6)	2.71 (5)
Order	2.43 (4)	2.57 (5)	2.81 (6)	2.76 (6)
Emphasis	1.95 (4)	1.86 (4)	2.43 (7)	2.05 (5)
Conclusion	1.71 (3)	1.81 (3)	2.33 (6)	2.29 (5)
Exactness, etc.	5.29 (4)	5.81 (5)	6.67 (7)	5.76 (5)
Figures of Speech, etc.	2.14 (4)	2.19 (4)	2.43 (6)	2.29 (6)
Breadth of Vocabulary	2.05 (3)	2.24 (4)	2.43 (5)	2.38 (5)
Structure	7.38 (3)	7.86 (5)	8.52 (6)	8.14 (6)
Beginning	2.57 (3)	2.62 (4)	2.67 (4)	2.71 (5)
Economy	7.00 (3)	7.43 (4)	8.43 (6)	8.14 (6)
Total Impression	6.95 (3)	7.52 (4)	8.67 (7)	8.05 (5)
TOTAL	54.76 (3)	57.96 (5)	65.01 (7)	61.08 (5)

Note: Values in parentheses are stanine values that correspond to the mean scores.

Part 2

The table shows the mechanics of English ratings for the style-content essay models. The ratings are intended to serve as guidelines for raters who wish to practice grading essays with respect to mechanics.

Table 11

Mechanics of English Means For Style-Content Models

VARIABLE	STANINE			
	2	4	6	8
Spelling	37.44 (2)	24.22 (4)	7.00 (7)	13.63 (5)
Punctuation	10.59 (5)	14.52 (2)	8.30 (6)	6.74 (7)
Word Usage	14.26 (1)	8.07 (5)	5.04 (7)	10.67 (3)
Grammar	12.33 (3)	10.11 (4)	6.67 (6)	5.00 (7)
Sentence Errors	18.67 (2)	12.56 (3)	8.89 (5)	4.78 (8)
Form	5.85 (3)	9.26 (1)	5.56 (4)	6.07 (3)
TOTAL SCORE	99.15 (1)	78.22 (3)	41.44 (7)	46.89 (6)

Note: Values in parentheses are stanine values that correspond to the mean scores.